ABSTRACT OF DISCLOSURE

Liquid crystal in an in-plane switching type active matrix liquid crystal display unit has elastic coefficients K_{11} and K_{33} which respectively concern a spray deformation and a bent deformation of the liquid crystal layer, wherein one of the elastic coefficients K_{11} and K_{33} is fallen within the range between 6 pN and 25 pN or the range between 5 pN and 20 pN; otherwise, the square root of the product between the elastic coefficients K_{11} and K_{33} is fallen within the range between 5 pN and 20 pN, thereby improving the luminance through restricting the spray deformation and/ or the bent deformation.